

Figure 1

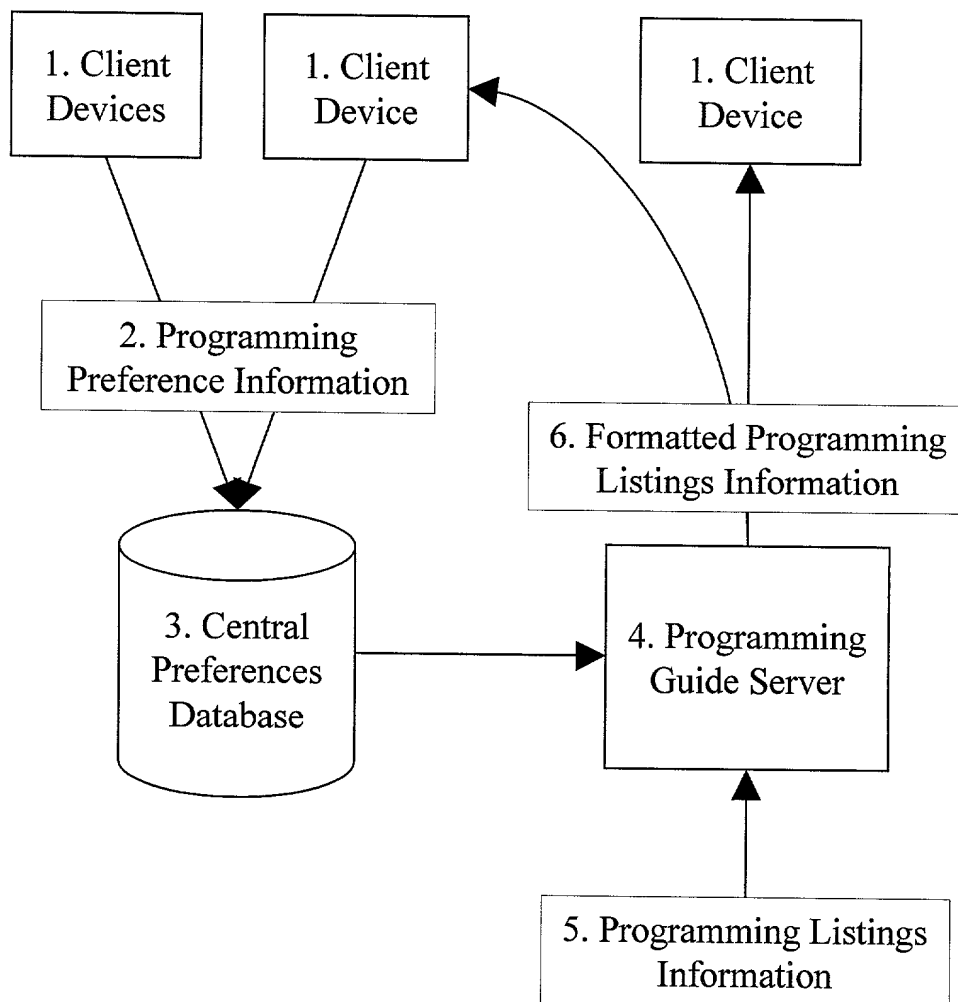


Figure 2

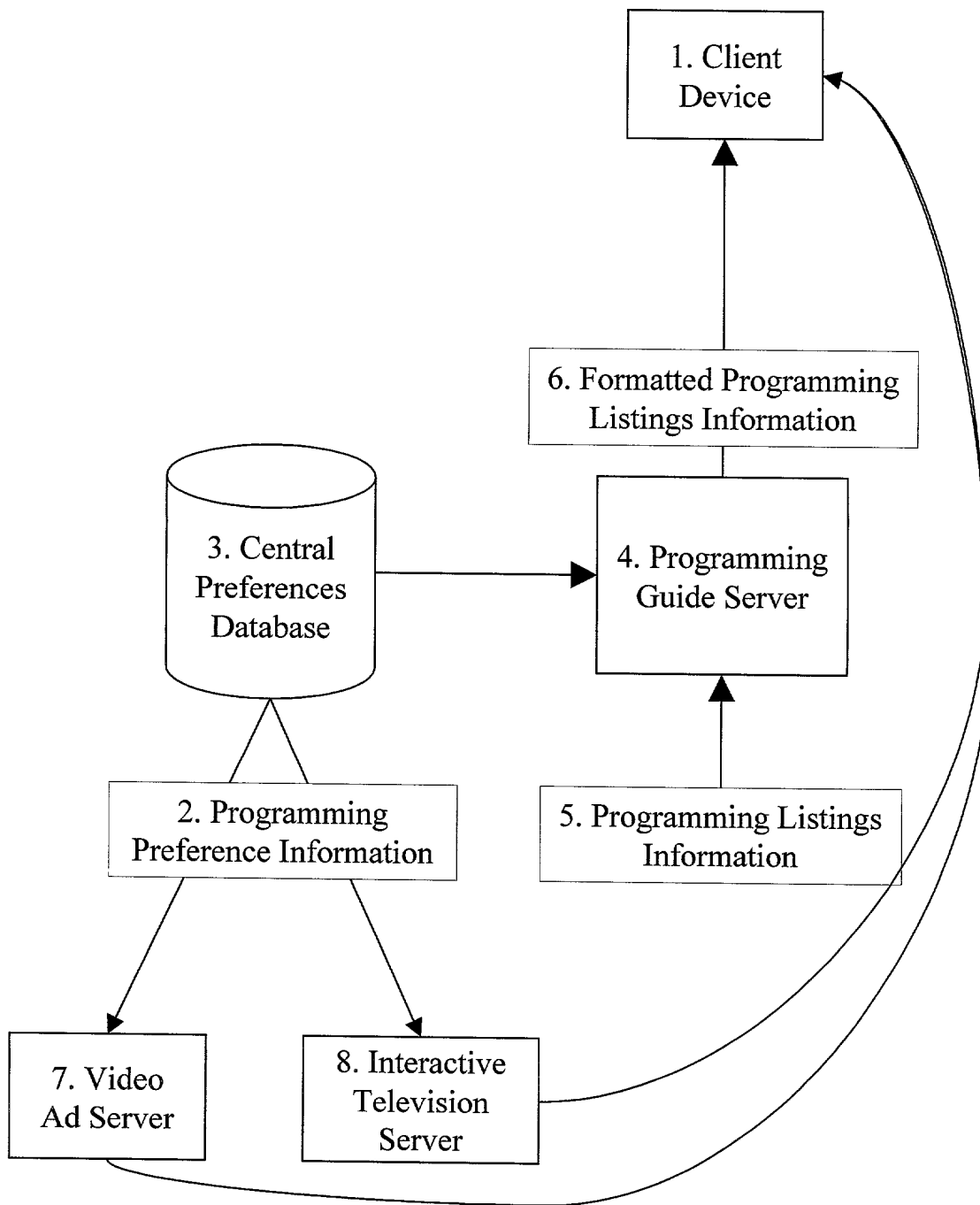


Figure 3

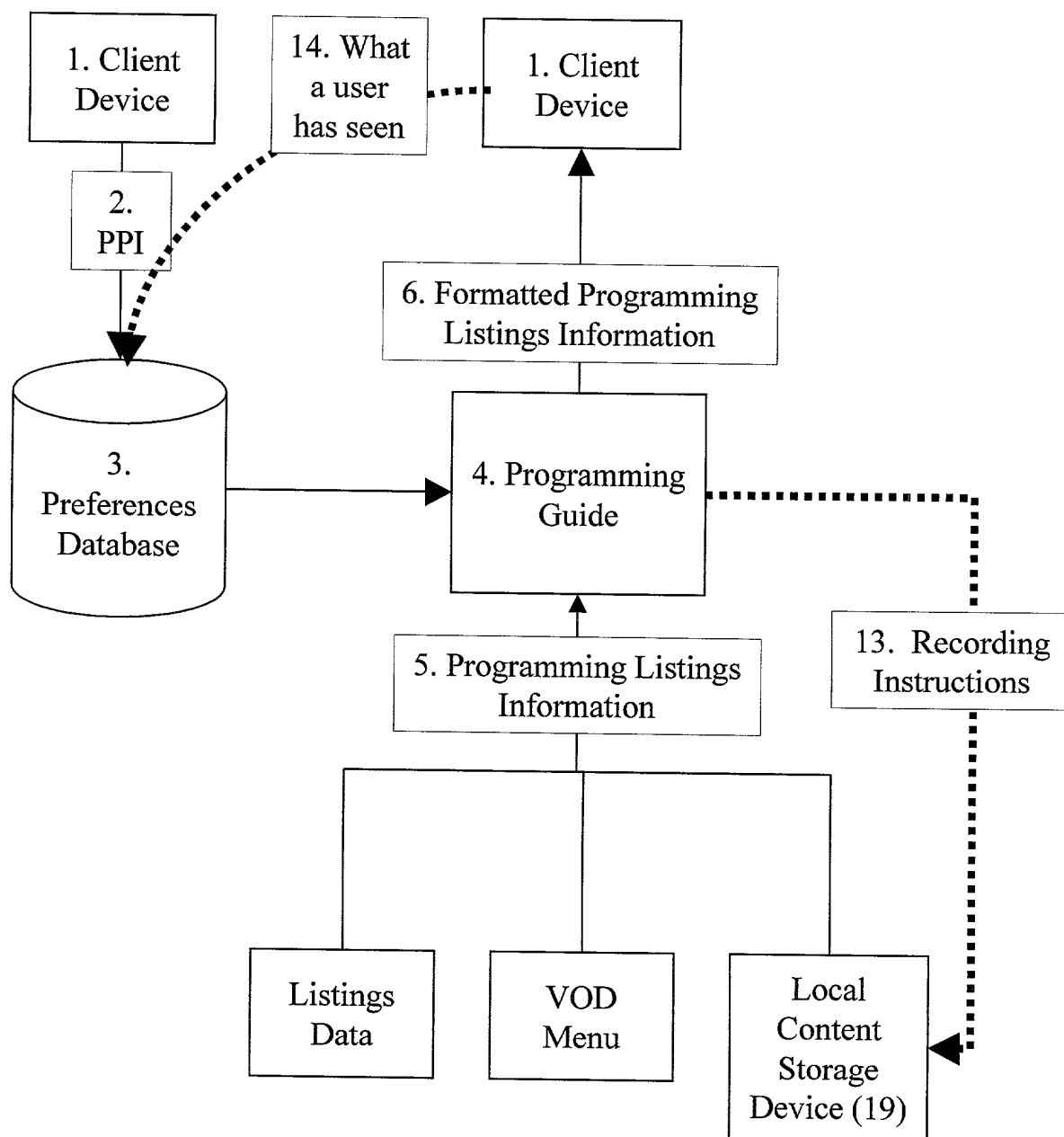


Figure 4

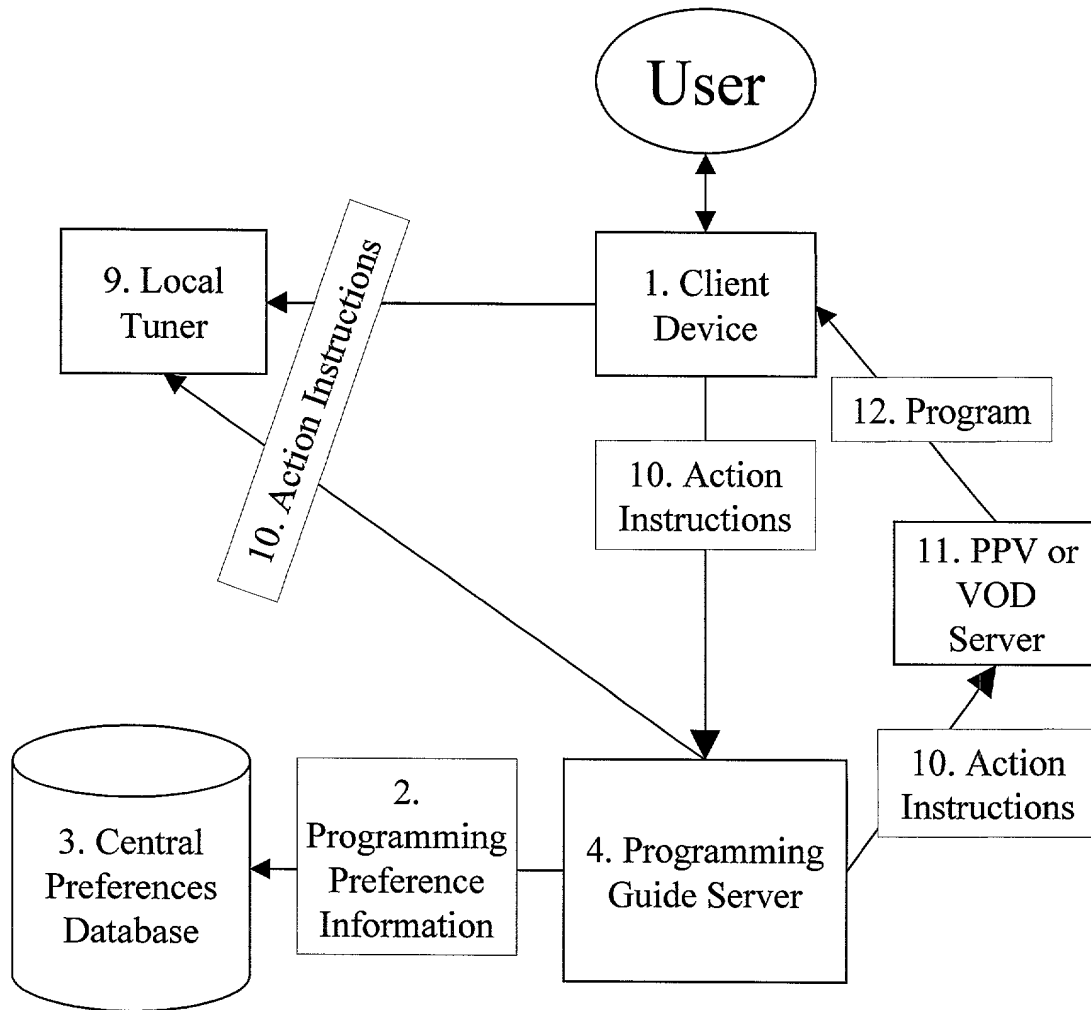


Figure 5

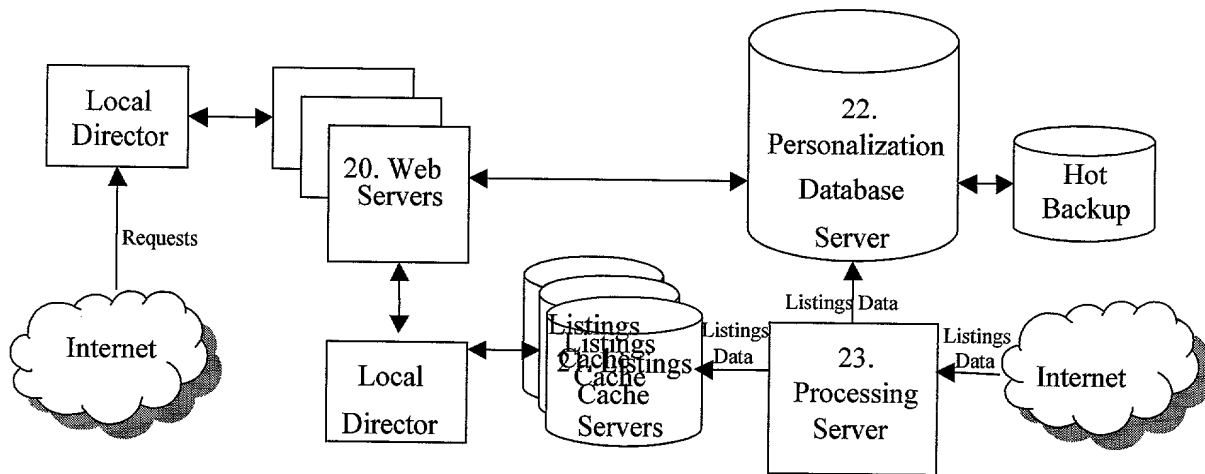


Figure 6

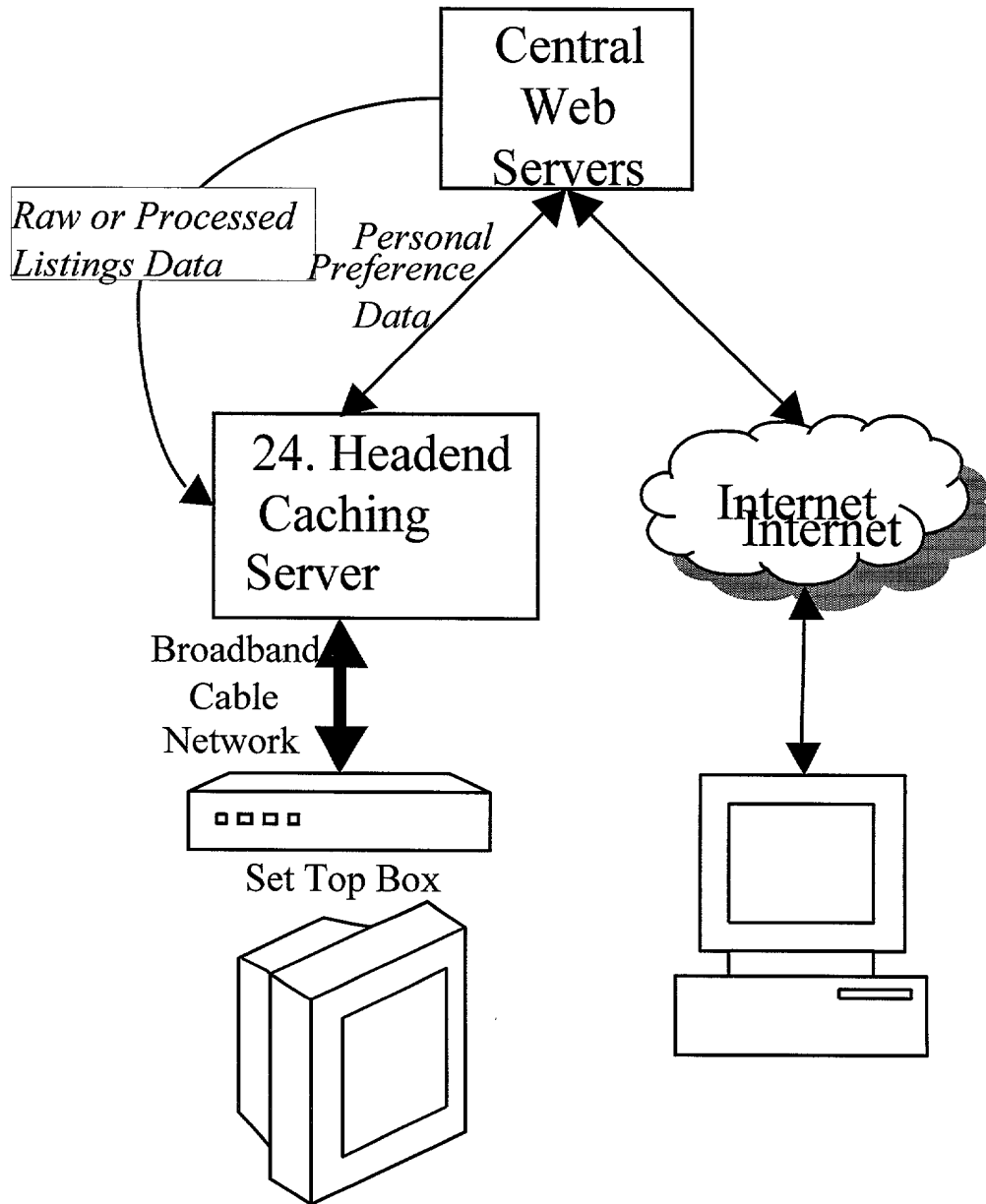


FIGURE 6

Figure 7

	7:30	8:00	8:30	9:00	9:30
1	Rugrats <u>Nick</u>	7 Days <u>UPN</u>		Drew Carey <u>ABC</u>	DAG <u>NBC</u>
2	MASH <u>FX</u>	Michael Richards <u>NBC</u>	Titus <u>Fox</u>	Angel <u>WB</u>	
3	Fresh Prince <u>TBS</u>	Buffy the Vampire Slayer <u>WB</u>		60 Minutes II <u>CBS</u>	
4	Jeopardy! <u>NBC</u>	Love Jones <u>UPN</u>			
5		My Date Presidents Daughter <u>Disney</u>		Gilligan's Isle <u>Nick</u>	Action <u>FX</u>
6		Talk Soup <u>E!</u>		Blade Runner <u>USA</u>	

TABLE "60000000"

[illegible]

Wed, Apr. 4		Evening		Personal Best Bets		Update Grid		
Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later	
◆ Best							◆ Best	
◆							◆	
◆							◆	
◆								◆
◆ Better							◆ Better	
◆								◆
◆							◆	
◆								◆
◆								◆
◆ Good								◆ Good

MORE DETAILS ▶

SET REMINDERS ▶

ADD RATING

ADD TO SEENLIST

SEND TO FRIEND

RECORD TO DVR

ORDER PPV

Shaft (2000) (120 min) R ★★★

The nephew of the famous John Shaft squares off against the murderous racist and drug dealer who want to bring him down.

Members Rating: ◆◆◆◆◆◆◆◆ 8.0/10 **Add Your Rating**

Pay-Per-View Cost: \$3.99 **Order PPV**

7:00 pm to 8:00 pm on Viewers Choice 22

Viewers Choice 22

522

Action	Comedy	Documentary	Drama	Kids	News	Sci-Fi/Fantasy	Soaps	Sports	Specials	Talk	Other
--------	--------	-------------	-------	------	------	----------------	-------	--------	----------	------	-------

Watch Video Clips Closed Caption Surround Stereo Letterbox Live New Episode Movie Pay-Per-View Star Rating: ★ to ★★★★★

Figure 9

Wed, Feb. 21 Evening Personal Best Bets [Update Grid](#)

You have 15 Program Filters personalizing your Best Bets grid. [Add or Edit Program Filters.](#)

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later
D R A M A	ED 2 7	the City 301 HBO	The Virgin Suicides (1999) R ★★★ 402				D R A M A
	Dawson's Creek 12	THE WEST WING 7	The Sopranos 301 HBO				
	The Myth of Fingerprints (1997) R ★★ 70 Bravo		Once and Again 5				

Tip: Personalize your Best Bets with [Program Filters.](#)

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later
C O M E D Y	LOVES Raymond 4	Election (1999) R ★★★ 303 SHC					C O M E D Y
	That '70s Show 26 FOX	M*A*S*H 30	Small Time Crooks (2000) PG ★★ 415				
	Barney Miller 25	Larry Sanders 302	Mary Tyler Moore 70	THE JOB 5	SOUTH PARK 74	12	

Tip: Keep programs off your Best Bets by rating them a 3 or lower.

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later
A C T I O N	Tarzan (1999) ★★ 427		The Crocodile Hunter 30		Desert Heat (1999) R 35 USA		A C T I O N
			Shaft (2000) R ★★★ 420				
	The Last of the Mohicans (1992) R ★★★ 341						

MORE DETAILS

SET REMINDERS

ADD RATING

ADD TO SEENLIST

SEND TO FRIEND

RECORD TO DVR

ORDER PPV

Shaft (2000) (120 min) R ★★★

The nephew of the famous John Shaft squares off against the murderous racket and drug dealer who want to bring him down.

Members Rating: ★★★★★★ 8 D/10 [Add Your Rating](#)

Pay-Per-View Cost: \$3.99 [Order PPV](#)

7:00 pm to 9:00 pm on Viewers Choice 22

7
Viewers
Choice 22

522

Action	Comedy	Documentary	Drama	Kids	News	Sci-Fi/Fantasy	Soaps	Sports	Specials	Talk	Other
--------	--------	-------------	-------	------	------	----------------	-------	--------	----------	------	-------

☐ Watch Video Clips
 ☐ Closed Caption
 ☐ Surround
 ☐ Stereo
 ☐ Letterbox
 ☐ Live
 ☐ New Episode
 ☐ Movie
 ☐ Pay-Per-View
 Star Rating: ★ to ★★★★★

0950303 66035560

Figure 10

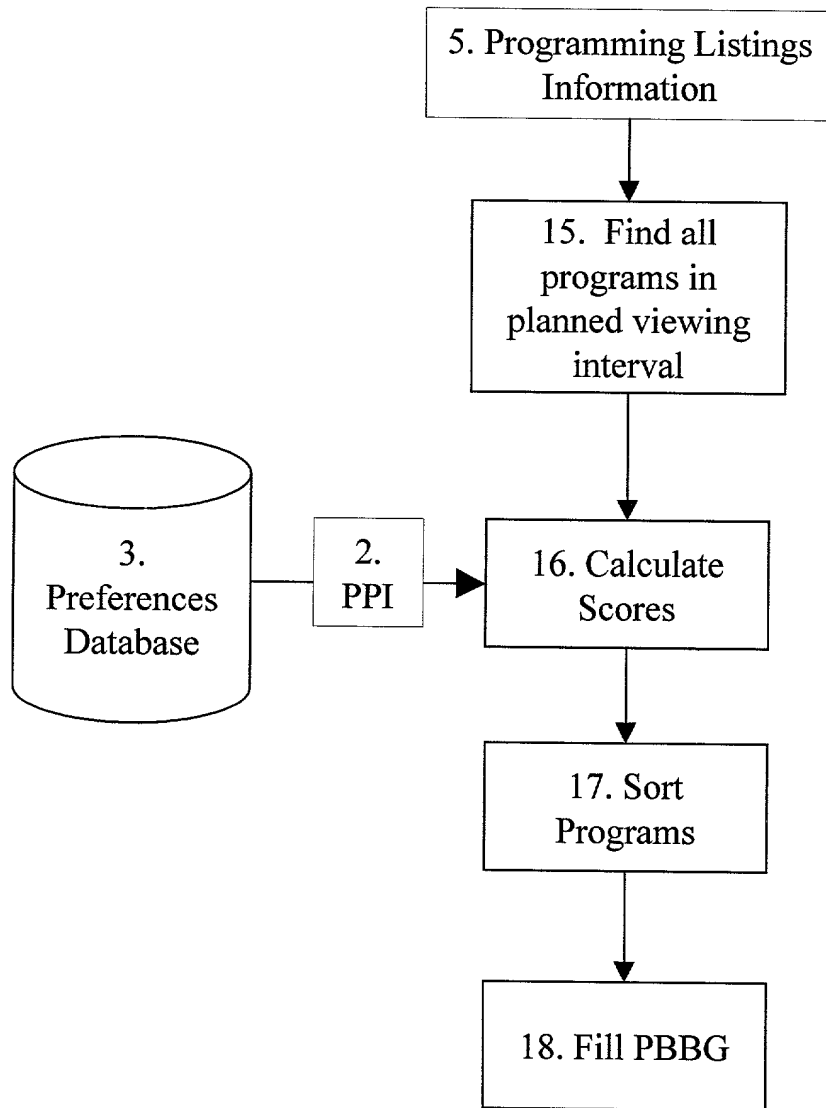


Figure 11

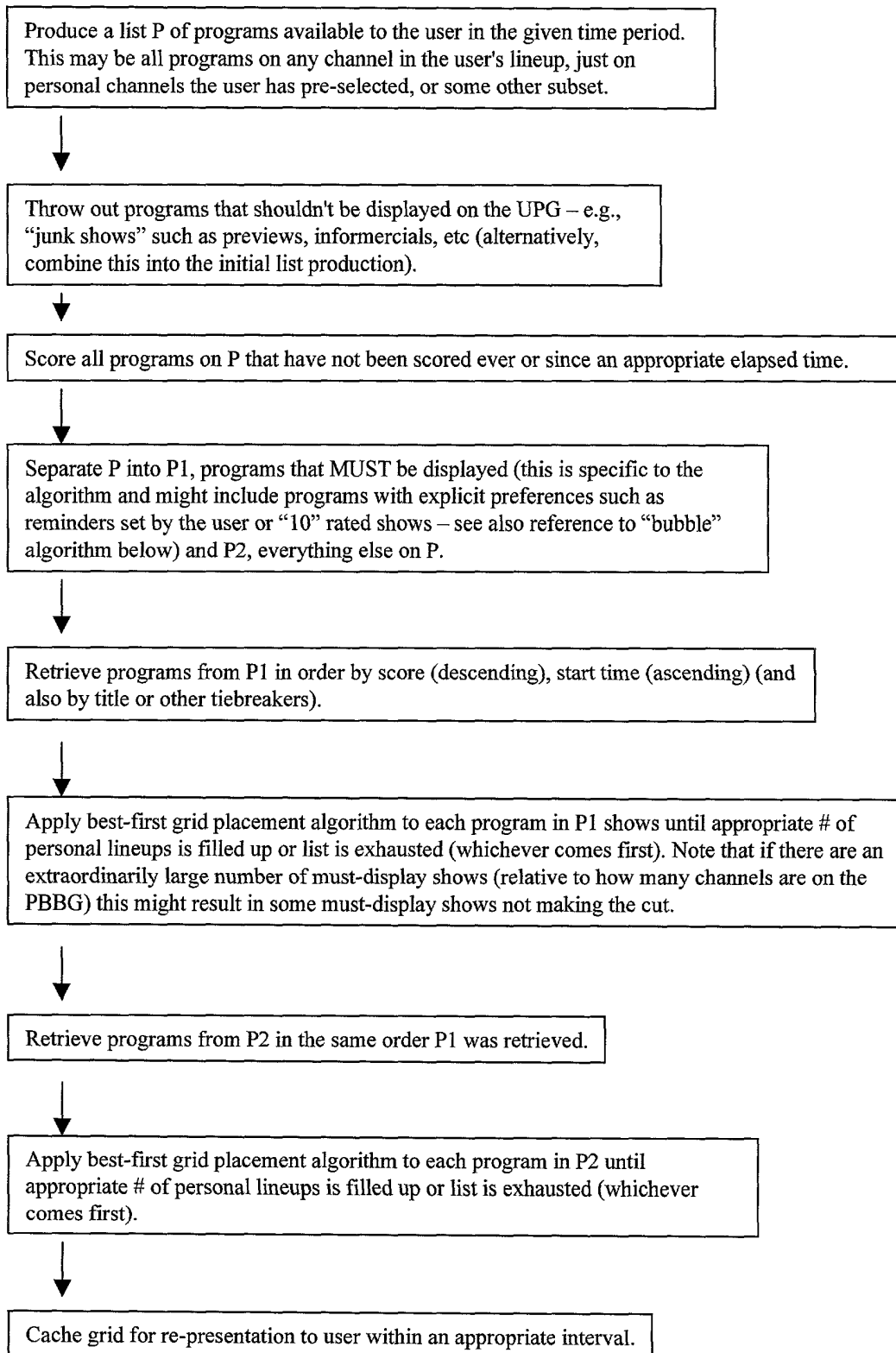


Figure 12 A

Preference Information		
	Explicit	Implicit
Web	<ul style="list-style-type: none"> • Searches, including saved Personal Searches • Show ratings 	<ul style="list-style-type: none"> • Reminder, recording, and PPV ordering requests • Grid viewing and show information requests
Set-Top Box		<ul style="list-style-type: none"> • Show viewing and channel changing

Figure 12B

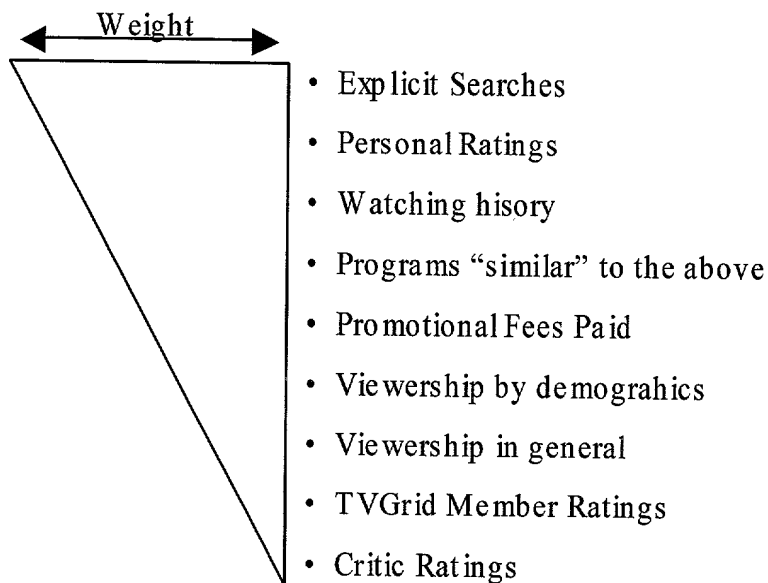


Figure 13

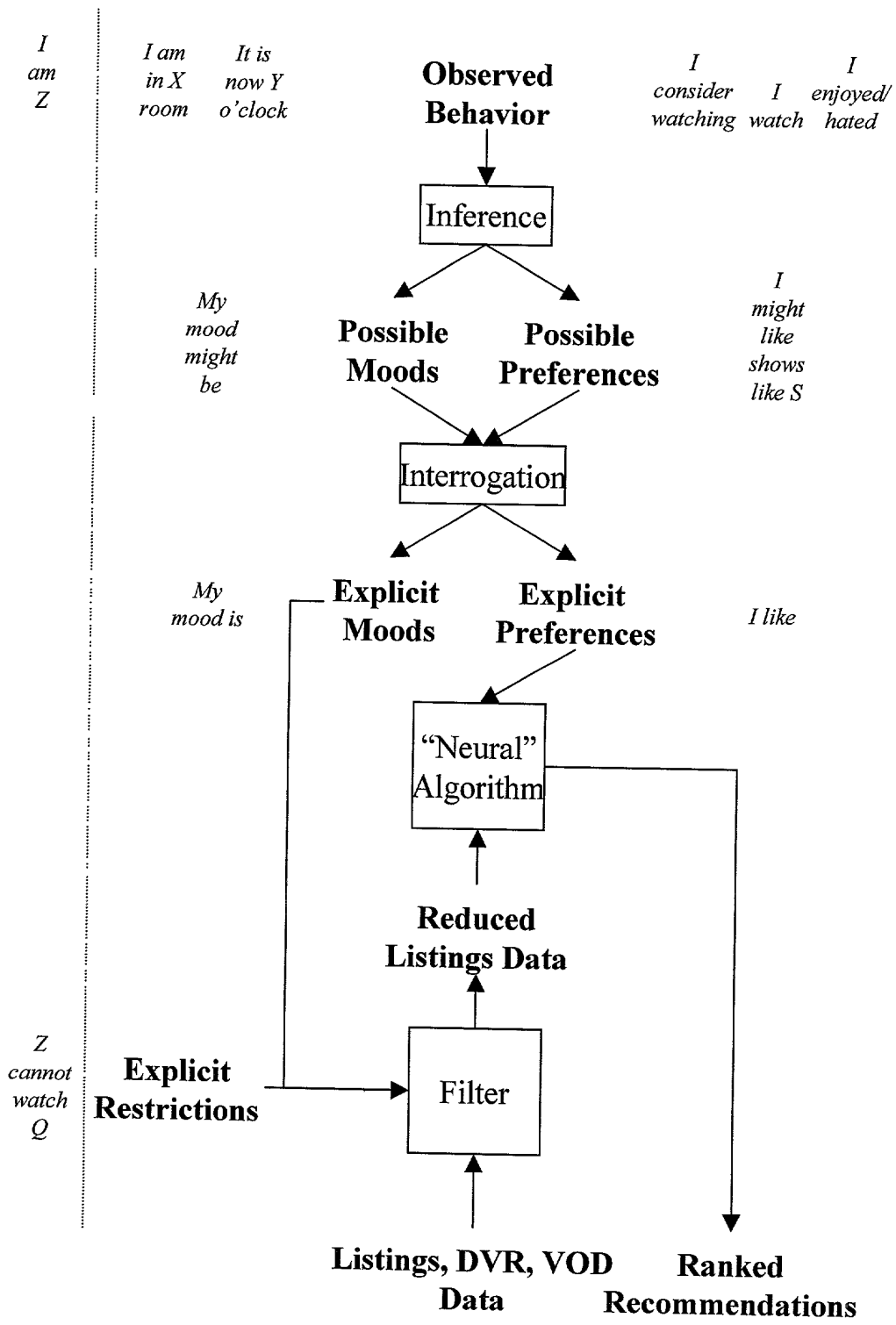


Figure 14

Influence Bucket	Include / Exclude	Influence
High		Rate on web/set top box
High		Seen list and rating relationships (series, other)
High		Show criteria: new
High	I	1-off reminder
High	I	Buy PPV
Medium		Episode -> series and other relationships
Medium	E	Add to seenlist unrated
Medium	I	Record
Medium	I?	program matches personal search result
Low		3 rd party aggregate ratings
Low		Aggregate rating
Low		Partner-supplied ratings
Low (dep. on \$)	I?	Fees paid to the System for higher rankings

TOP SECRET 68095660